

In the Claims:

Please add new Claims 15-21 as follows:

Sub 10/15. A system for communicating regarding a proposed transaction between a consumer and potential merchants, the system comprising:

a wireless device associated with the consumer which includes a system for receiving and transmitting information about a potential purchase;

a communications system associated with least first and second potential merchants, each of said first and second merchants seeking to make a transaction with the consumer relating to the proposed transaction, the communication system transmitting to the wireless device a first bid from a first merchant and receiving information on the first bid from the wireless device and transmitting information on said first bid to a second merchant.

11/16. A system for communicating a proposed transaction as provided in Claim 10/15 and further including a sensor for determining merchants which are proximate to the consumer and his wireless device so that the consumer is dealing with merchants in a defined geographic area.

12/17. A system for communicating a proposed transaction of the type set forth in Claim 10/15 wherein, when the wireless device receives from a response from the merchant which includes a proposal of an alternate transaction, the details of the alternate transaction is sent to an other merchant to receive a bid from the other merchant..

~~13~~¹² 18. A system for communicating a proposed transaction of the type set forth in Claim ~~17~~¹² wherein the wireless device includes a screen and displays the communications which have been received from merchants regarding the proposed transaction.

~~14~~¹⁴ 19. A method of proposing commerce between a merchant and a potential customer with a mobile wireless device, the steps of the method comprising:

receiving at the mobile wireless device a bid from a first merchant regarding a potential purchase;

transmitting information regarding the bid from the first merchant to a second merchant;
and

receiving at the mobile wireless device a bid from the second merchant regarding the proposed purchase, whereby the potential customer may compare the first bid from the first merchant with the second bid from the second merchant for the potential purchase.

~~15~~¹⁵ 20. A method of proposing commerce between a consumer and a merchant including the steps of Claim ~~19~~¹⁴ wherein the method further includes receiving and transmitting information only within a limited area, whereby the customer is proximate to the merchants at the time of the communications.

~~16~~¹⁶ 21. A method of proposing commerce between a consumer and a merchant including the steps of Claim ~~19~~¹⁴ wherein the method includes storing consumer preferences in the mobile device and the communications includes information from the stored consumer preferences.